

Appln No. 09/699,031

Amdt date September 17, 2003

Reply to Office action of September 17, 2003

REMARKS/ARGUMENTS

Claims 1-7, 11, 13, 14, 16 and 22-25 are pending in the application. Claims 1 and 2-6 are rejected under 35 U.S.C. § 103(a) over U.S. Patent No. 6,021,371 issued to Fultz ("Fultz"). Claims 2 and 7 are rejected under 35 U.S.C. § 103(a) over Fultz in view of U.S. Patent No. 5,852,810 issued to Sotiroff et al. ("Sotiroff"). Claims 11, 13-14 and 22-24 are rejected under 35 U.S.C. § 103(a) over U.S. Patent No. 5,754,938 issued to Herz et al. ("Herz"). Applicant thanks the Examiner for attention to the application.

Pending claim 1 specifies "requesting information from an external server concerning the tag location; receiving the information from the external server; and providing the information to a remote computer system..." In the Office action, Fultz is identified for teaching "providing the information to a computer system having a database residing in memory" (col. 6, lines 11-16). Col. 6, lines 11-16 of Fultz indicates that inquiries are represented by arrows 3 and 5. Referring to FIG. 1, of Fultz arrow 3 originates from a mobile unit to and goes to a base station 1. Similarly, inquiry 5 originates from the same mobile unit 2 and goes to an auxiliary service provider 10. Indeed, as indicated in Fultz, "[m]obile unit 2 can be used to transmit an inquiry to base station 1 as illustrated by arrow 3." Fultz, col. 5, lines 38-39. "In addition, inquiries or requests for service may also be transmitted to an auxiliary service provider such as auxiliary service provider 10." Fultz, col. 5, lines 48-50. Thus, it does not appear that Fultz discloses or suggests "requesting information from an external server...receiving the information

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from the external server; and providing the information to a remote computer system..." Accordingly, claim 1 is allowable in view of Fultz. Claims 2-7, depending on claim 1, are also therefore allowable.

Claim 11 specifies

receiving a profile identification associated with the request for data from the database, the profile identification identifying a profile, the profile being associated with the user, the user having multiple profiles associated with the user, the multiple profiles including a profile including information about the user and a standard profile...

The Office action recognizes that Herz does not explicitly teach receiving a profile identification associated with the request for data from the database, the profile identification identifying a profile, the profile being associated with a user, the user having multiple profiles associated with the user, the multiple profiles including a profile including a profile including information about the user and a standard profile.

Herz states

[t]he system for electronic identification of desirable objects of the present invention automatically constructs both a target profile for each target object in the electronic media based, for example, on the

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frequency with which each word appears in an article relative to its overall frequency of use in all articles, as well as a 'target profile interest summary' for each user, which target profile interest summary describes the user's interest level in various types of target objects.

Hertz, col. 5, lines 5-12. Accordingly, it would appear that the profile associated with a user in Herz is a single profile. It is noted that this may not be entirely clear as Herz also states that

a target profile interest summary for a single user must represent multiple areas of interest, for example, by consisting of a set of individual search profiles, each of which identifies one of the user's areas of interest. Each user is presented with those target objects whose profiles the most closely match the user's interests as described by the user's target profile interest summary.

Herz, col. 5, lines 19-26. In any event, it would appear that profiles in Herz are individual for each user, and the user's multiple profiles, even if it is assumed that Herz teaches multiple profiles, does not include a standard profile. Accordingly, claim 11 is allowable in view of Herz. Claims 13, 14 and 16, depending on claim 11, are also therefore allowable.

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Claim 22 specifies

receiving a profile identification associated with the request for data from the database, the profile identification identifying a profile, the profile being associated with a user, the user having multiple profiles associated with the user, the multiple profiles including a profile including information about the user and a copied profile...

The Office action states that "Herz teaches 'One use of the searching techniques is to search for a target object that match a search profile from a user's search profile set' (Office action, page 2) and that" Herz also teaches "each user is presented with those target objects whose profiles most closely match the user's interest as described by the user's target profile interest summary".

The Office action continues that "[s]ince the claims does not define clearly on 'copied profile' the Examiner equates as a profile." (Office action, page 8) As provided in the specification as originally filed,

[i]n addition, profiles may be copied. Copying of profiles is beneficial as the copied profile may be thereafter edited or added to, or have other operations under the profile. A user having a copied profile as illustrated by a third user 41. The third user accesses the

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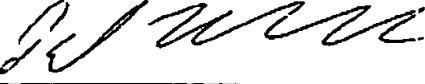
database using a fourth profile 47, a fifth profile 45 and a copied sixth profile 43.. The copied sixth profile of the third user is a copied version of the fifth profile. When created, therefore, the sixth profile is merely a copy of the fifth profile. Over time, however, the user may adjust and adapt the copied profile to suit other needs. This allows the user to use the information contained in the original profile, but allows modification to meet specific needs of the user.

Specification, page 7, lines 4-18. Herz does not disclose or suggest a copied profile in the context of claim 22. Accordingly, claim 22 is allowable in view of Herz, as are dependent claims 23-25.

Accordingly, the application is now in condition for allowance and allowance of same is respectfully requested.

Respectfully submitted,
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